



Digital Consumers

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Certain statements made in this Analyst Meet concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2010 and on Form 6-K for the quarters ended June 30, 2010 and September 30, 2010. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

N=1

Self Service

Co-Creation

mobile b2b TV games

Rise of the individual

shopper marketing interactive

Social networks become content hubs & influencers

marketplaces outdoor b2c

The digital shift is consumer led where they design, create and share their experiences besides influence and transact via diverse devices and channels. This shift requires organizations to rapidly transform and adapt to the digital age.

in-store digital media

video

Digitization of value chains

multi-channel

b2e media

social networking

Mobile internet becomes pervasive

Consumers expect multi-channel integration – buy/fulfill/return anywhere
Empowering customers with **self-service** improves their experience

Companies embracing social and mobile commerce see sales up 18%
71% plan to increase investments in social media by an average of 40%

Retailers & CPG cos are embracing the Digital Consumer

“we view mobile as an important channel to help our guests make the most of their Target shopping experience.”

...Leah Guimond, spokeswoman at Target

“We want to do more geo-social marketing. One thing we are looking for as we move into 2011 is figuring out what is the best way to use Foursquare,” – Shiv Singh, Head of Digital at Pepsico.

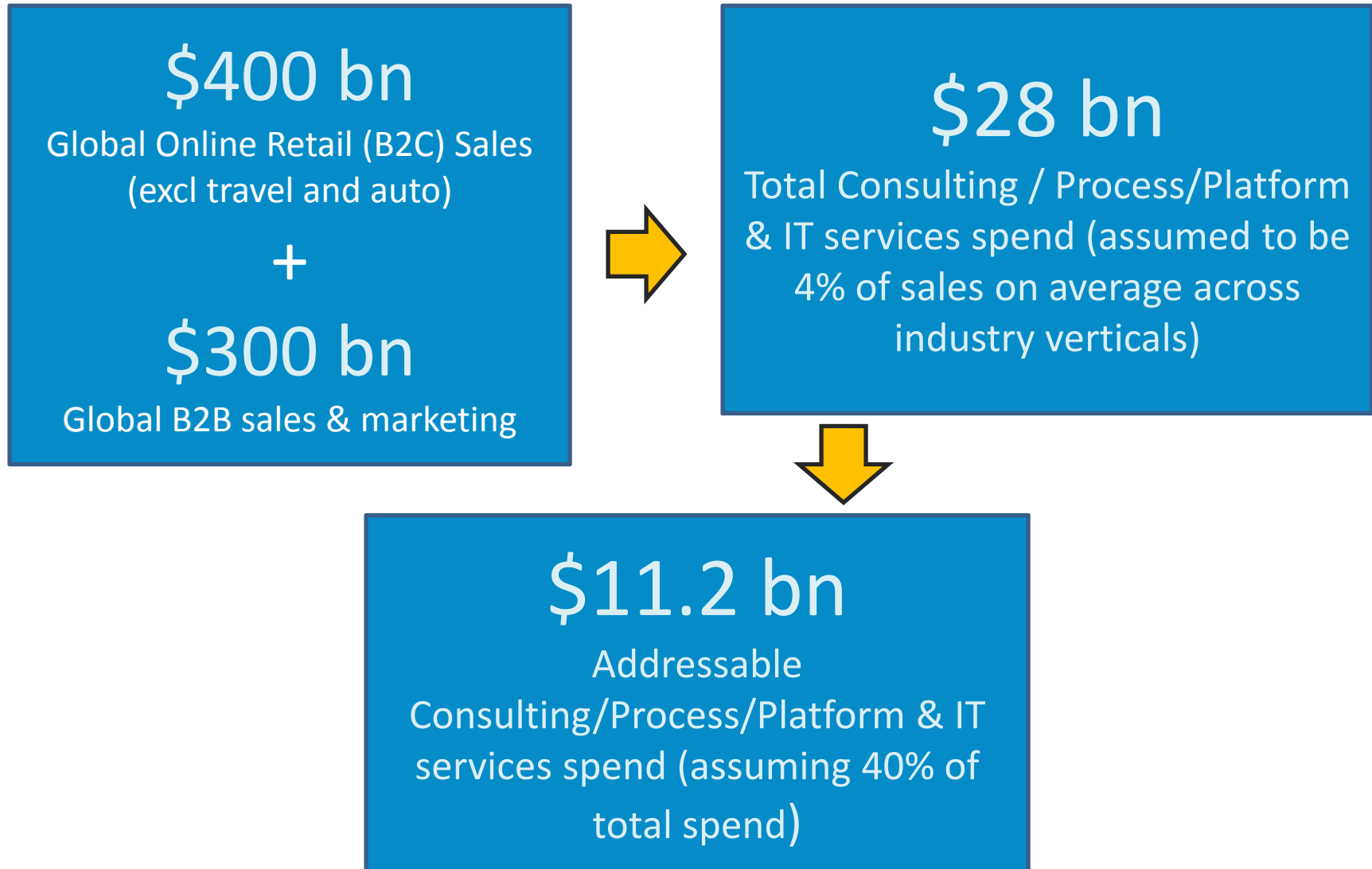
P&G pegs its global digital outlay above 10% of its marketing budget, is also committed to becoming more digital in all areas of its operations -- including media

-- *Chairman-CEO Bob McDonald*

Unilever will double its digital spending this year

.*Keith Weed, CMO Unilever*

There is a significant market potential to create differentiated high-value services & solutions in this space



Infosys' early investments in the digital consumers space are already showing tremendous potential

An illustration of Infosys' commitment to the digital consumers space

\$ mn

Solution / Platform Area	Investments thus far	App. Revenues in FY10	App. Revenues in H1 FY11
Digital Marketing Services & Solutions	6	20	10
Digital Commerce Services & Solutions	5	105	52
Mobility - consulting/ services + platforms like Shopping Trip 360	3	30	20
Social Media & Commerce iEngage platform + services	25	3	2.8
The innovation pipeline for other digital offerings also looks healthy with platforms like Flypp, iFutureTV and others and will continue to help Infosys grow market share			0.5

Source: Infosys Research .

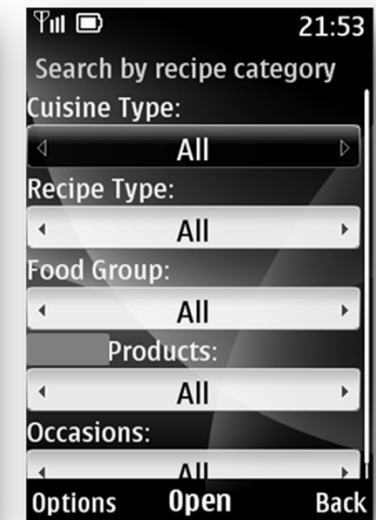
Note: The amounts mentioned above are approximate and represent only part of the Infosys investments and potential in the digital consumers space as an illustration

Some examples of Infosys' engagements in the digital consumers space

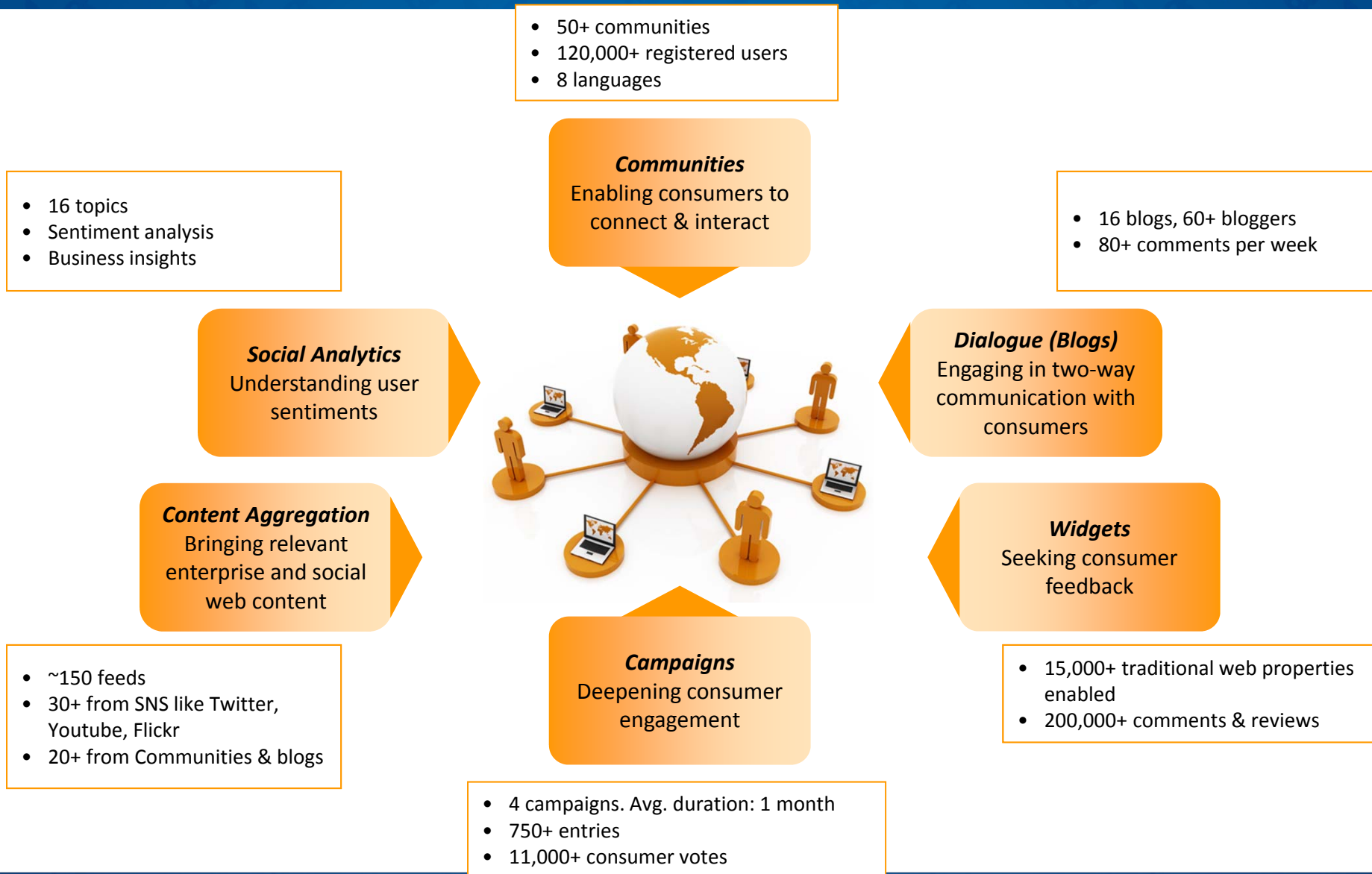
Client profile	Infosys role	Benefits to clients
Premium drinks business	Digital marketing managed platform services	<ul style="list-style-type: none"> a) Reduced concept to launch time for campaigns by 60% b) Reduced time-to-market from 1-2 weeks to 1-2 days c) 40% IT cost reduction due to shared services d) Ensured 100% brand/agency adoption
Global Food company	Managed service for mobile campaigns using Shopping Trip 360	<ul style="list-style-type: none"> a) Consumer behavior analysis b) Feedback tool c) Sharing and Friending Viral campaigns
One of the largest broadline retailers	Building and managing a true multi-channel digital platform	<ul style="list-style-type: none"> a) 30% CAGR in online sales b) 3 fold increase in site visits c) Supports 5-25 mn page views daily d) Social networks integration
Hi-tech major	Infosys iEngage (Social Media/Networks) hosted, operated and managed by Infosys on a SaaS model	<ul style="list-style-type: none"> a) Deepening customer engagements (50+ communities, 20 mn + monthly page views) b) Accelerated brand awareness & brand loyalty c) Single-point SLA and usage based pricing

Case Example 1: Infosys managed service using Shopping Trip 360 for a new mobility initiative of a global foods company

- Health and Wellness Community Program
- 700 downloads in the first 20 days of pilot.
- Hundreds of active users across 14 India States
- Viral Marketing via Sharing and Friending
- Consumer Behavior Analysis
 - Taste/Preferences
 - Shopping Behavior
 - Marketing Impressions
- Feedback tool from customer to Manufacturer



Case Example 2: Infosys transforms digital customer engagement for Hi-Tech Major



A snapshot of what are we delivering

- 50+ communities
- 120,000+ registered users
- 8 languages

Communities

- 20+ Million page views rendered per month, 8 languages
- Global social infrastructure delivered in enterprise saas model – Infosys iEngage replacing existing point solutions
- Applications hosted and operated globally by Infosys in a tier-1 sas 70 certified data center
- Single point SLA (end-end ownership) with usage-based pricing

- ~150 feeds
- 30+ from SNS like Twitter, Youtube, Flickr
- 20+ from Communities & blogs

Campaigns

Deepening consumer engagement

- 4 campaigns. Avg. duration: 1 month
- 750+ entries
- 11,000+ consumer votes

- 15,000+ traditional web properties enabled
- 200,000+ comments & reviews



Thank You

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